

Cruise 101: Get On Board!

A 2-hour Workshop about the Cruise Industry

Have you ever wondered:

- how the cruise industry works?
- how destinations attract cruise ship calls?
- where there is opportunity to get involved in the cruise industry?

If you answered yes, this workshop is for you!

Aquila's Cruise 101 Workshop will give you an increased understanding of the cruise industry, including:

- what helps ports, destinations and their industry partners attract cruise ship calls
- what it means to be cruise ready
- how to meet the expectations of the cruise lines
- what's important for shore excursions and guest experiences
- the value of a community that is engaged and supportive
- the four critical keys to success for a cruise destination
- how to maximize the opportunities from cruise ship visits
- working together for success

Date: **Wednesday, June 15, 2022**

Time: **10:00 AM – 12:00 PM**

Place: **AC Hotel, Grand Trunk Room @ 158 Fore St, Portland, ME 04101**

Cost: **\$25/person | Payment provided info after registering**

Questions: Sarah Flink, director@cruisemaine.org

Registration: [Register Here!](#)

About Aquila

Aquila is the leading destination training provider for the global cruise industry. We offer training strategies and real-world-tested curriculum for international cruise destinations, tour companies, tour guides and front-line operators. Based in Saint John, New Brunswick, Aquila has more than 30 years of providing shore excursions to cruise lines and their guests, and is often named as one of the best tour operators in the world by cruise executives. At the encouragement of several top executives at major cruise lines, in 2007, Aquila began offering training and coaching programs to cruise destinations, and has since touched every continent around the world with their training. Aquila is the exclusive training partner of the Florida-Caribbean Cruise Association.